

ZMAGS **INTERNAL & EXTERNAL** **MESSAGING GUIDE**

ARTICULATING WHO WE ARE, WHO WE'RE
NOT & WHY IT MATTERS FOR
OUR CUSTOMERS

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TABLE OF CONTENTS

SECTION 1 ZMAGS BRAND ARCHITECTURE

- 3 Brand Considerations
- 4 Product Offering Hierarchy
- 8 Brand Architecture

SECTION 2 ZMAGS BRAND PERSONALITY

- 17 Who We Are
- 18 Who We Are Not
- 19 Who We Want To Be
- 20 Brand Promise: Making Our Personality Tangible

SECTION 3 MESSAGING FOR CUSTOMER NEEDS

- 23 Customer Considerations (Industry, Role, Need)
- 25 Foundational Messaging Through The Buying Cycle

SECTION 4 ALIGNING MESSAGING FOR THE SALES PROCESS

- 34 Sales Process Discovery Questions
- 42 Account Management Key Talking Points



1 ZMAGS BRAND ARCHITECTURE

OVERVIEW

An established, well-defined brand architecture is the necessary foundation for positioning the Zmags organization to internal and external audiences. To ensure the brand architecture is effective for the long-term, it should be developed with balance in mind—detailed enough to provide appropriate guidance to address the needs of today, while remaining flexible enough to incorporate future changes and growth. In developing the Zmags brand architecture, a layered approach was leveraged that considered the prospect and customer engagement lifecycle, as well as the positioning of offerings to each audience segment.

Given the overall complexity of the Zmags organization based on the number of industries, purchase influencers and product offerings, we found it important to first clarify and define the brand considerations and product hierarchies that ultimately make up the brand architecture. This approach will provide a clearer understanding of the organizational positioning. The resulting positioning strategies outlined by the brand architecture have been developed to address the needs of the Zmags organization and identified customer segments.

BRAND CONSIDERATIONS

In an effort to develop a brand architecture that is specific enough to provide valuable direction while being flexible enough to be long-lasting, considerations were made based on today's situation and potential future growth needs. Specific considerations include:

PRODUCT OFFERINGS

The ever-evolving suite of product offerings is an essential consideration for defining the brand architecture, as this suite is the primary catalyst for revenue generation. Initially a PDF publisher and now evolving into custom digital experiences, considering what will be next is imperative in developing an effective brand architecture that allows for future product and corporate growth. The resulting structure of the product offerings will be segmented into three main categories/levels. The future-state of these categories will evolve as the products evolve according to the technology roadmap. The current product offerings include **Zmags' Prism Publicator, Prism CommercePro and Prism Experiences.**

PURCHASE INFLUENCERS

Due to the unique nature of the Zmags offerings and the varying structures of customer organizations, there are several purchase influencers to consider. When developing the brand architecture, understanding the level of influence each player has at various stages of the sales/engagement cycle is an important consideration to ensure messaging is developed accordingly. The purchase influencers have been segmented into 3 primary groups – the Purchaser, the **IT Evaluator**/Integrator and the End User.

BRAND CONSIDERATIONS (CONT.)

CUSTOMER INDUSTRIES

It was determined that although the industry impacts the way customers engage with the platform, industry considerations do not impact the offering itself or the high-level positioning of the Zmags organization. Since each industry is likely to leverage the platform for different use cases, they should be considered in the creation of targeted, detailed, value-focused customer messaging. Primary industries of interest include retail (fashion/electronics), personal vehicles & commercial equipment, business suppliers, travel & tourism, professional/financial services and agencies.

SCALE & ACQUISITION

As the organization continues to grow and evolve, the overall brand architecture should be assessed regularly to ensure it is still an accurate representation of the company structure and operational goals. Should complimentary organizations be acquired, their integration should be based on the driving purpose of the acquisition (customer base, technology functionality, etc.) and then mapped to the brand architecture to determine if structural changes need to be made.

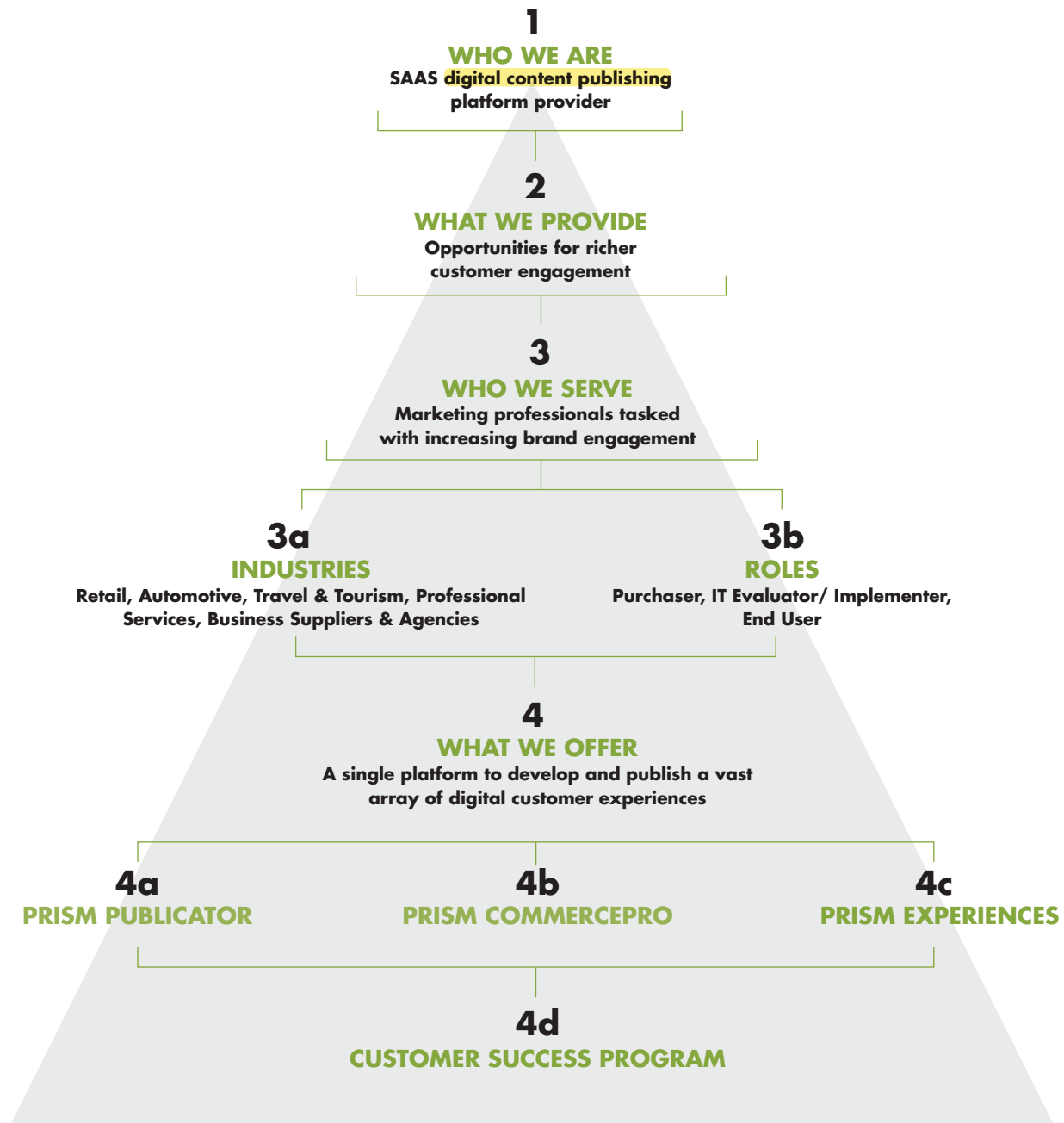
PRODUCT OFFERING HEIRARCHY

It was determined that although the industry impacts the way customers engage with the platform, industry considerations do not impact the offering itself or the high-level positioning of the Zmags organization. Since each industry is likely to leverage the platform for different use cases, they should be considered in the creation of targeted, detailed, value-focused customer messaging.

Primary industries of interest include retail (fashion/electronics), personal vehicles & commercial equipment, business suppliers, travel & tourism, professional/financial services and agencies.

PRODUCT OFFERING HEIRARCHY (CONT.)

PRODUCT HEIRARCHY CHART



PRODUCT OFFERING HEIRARCHY (CONT.)

LEVEL 1 WHO WE ARE

Having expanded from a platform focused on leveraging existing PDF assets to an expanded offering which encompasses custom digital experience capabilities, a flexible, sweeping top-level positioning message is key to long-term success. With the planned evolution of the product set, the level 1 statement is structured as “Zmags is a SaaS digital **content publishing platform** provider.” This statement speaks to the space in which Zmags plays and the general product that is provided.

LEVEL 2 WHAT WE PROVIDE

Intended to speak to the larger benefit delivered to the customer, the level 2 descriptor, “Zmags provides opportunities for richer customer engagement” leverages the concept of the “rich” digital experiences that can be created through the platform while speaking to the core value of the organization and the products—driving customer engagement. The structure of this statement is both specific and flexible in that “opportunities” and “richer” are entirely open-ended terms, making this statement customizable based on the customer you are speaking to.

LEVEL 3 WHO WE SERVE- INDUSTRY/ROLE

Addressing who we serve largely depends on the angle in which you look at the customer base. With that in mind, we’ve segmented “Who We Serve” into Industry-based and Role-based segments to focus our positioning on the needs of those specific audiences.

3a. INDUSTRIES

Zmags’ current customers span a wide range of industries from lifestyle consumer-focused brands to B2B suppliers. Across these industries, each of our customers have unique needs as they relate to the Zmags Prism products—from commerce to connectivity. We can develop general assumptions around the common needs across organizations within industries, but should always tailor the product-specific messaging to align with the anticipated engagement needs of the industry.

3b. ROLES

As is the challenge with all B2B organizations, Zmags’ customer organizations have multiple purchase influencers, all with their own unique needs and motivators. We have segmented our influencers into three (3) primary roles; the Purchaser, the IT Evaluator/Integrator and the End User. Selling into the organization requires us to recognize the internal & external decision drivers of each of these individuals and address them accordingly.

PRODUCT OFFERING HEIRARCHY (CONT.)

PHASE 4 WHAT WE OFFER

The level of detail provided regarding the Zmags products will vary based on the needs of the audience. However, in an effort to streamline the product-focused communications, we've taken a targeted approach by positioning what we offer as, **"a single platform to develop and publish a vast array of digital experiences."**

Based on the feedback received from the customer based on that statement, Zmags can dive into the specific product offerings and their subsequent functionalities. As the product portfolio continues to evolve based on the technology roadmap, the messages around the products should evolve as well. For the Customer Success Program, a dotted line has been used as this is not a "go-to-market" offering, but rather a post-engagement sale. Though it supports the USP of being a service-oriented organization it should not influence the positioning of the product set.

BRAND ARCHITECTURE

With the considerations and product hierarchy reviewed, the brand architecture can be defined by integrating the information from each. The resulting brand hierarchy will thus inform the layers of communication and brand positioning based on the lifecycle of the target audiences.



BRAND ARCHITECTURE (CONT.)

ZMAGS CORPORATE POSITIONING

The Zmags Corporate Positioning outlines how the brand is conveyed at a high level to audiences including customers, employees, stakeholders and other industry organizations. This level of positioning lays the foundation for all other layers of communication and should represent the brand in the most holistic way. In the corporate positioning, we define the purpose of the organization, qualify credibility and define how the brand should be perceived.

- Zmags is a leading provider of **digital publishing tools**, offered as a SaaS product.
- Zmags' innovative product platforms enable marketers to **publish** immersive, engaging online experiences.
- Zmags is intensely focused on the consumer, and provides their customers with the highest level of customer service and support in the industry.
- From online catalogs to immersive brand experiences, Zmags' Prism platform shines a new light on the possibilities of online publishing.

ZMAGS POSITIONING EXPRESSED TO CUSTOMER SITUATIONS

Remaining at a high level with the added requirement of qualifying the brand positioning, the messages have been tailored to specific Industry or Role-based audience needs.

INDUSTRY SPECIFIC

RETAIL



The Prism product portfolio enables retailers to deliver the latest products and trends in a highly-immersive, fully shoppable format to drive greater ROI, wherever your customers are.

Delivering your latest, greatest brand experience to consumers without them ever setting foot in a store.

PERSONAL VEHICLES AND COMMERCIAL EQUIPMENT



The Prism product portfolio enables auto manufacturers to create high-quality multimedia product experiences that connect consumers with the deep level of information they demand, immerses them in the brand's aesthetic and drives greater product exploration and consideration. Allowing customers to **experience the experience** without getting off of the couch.

The Prism product portfolio enables commercial equipment manufacturers to create and distribute product information outside of the traditional catalog, allowing them to convey a vast amount of information on demand and reach more prospective buyers without the usual printing cost overhead.

The information your customers need, when and where they need it.

BRAND ARCHITECTURE (CONT.)

BUSINESS SUPPLIERS



The Prism product portfolio enables business suppliers to connect with customers more quickly and conveniently than ever before. Searchable, shoppable publications allow consumers to find and purchase exactly what they need, when they need it.

It's convenience, taken to the next level.

TRAVEL AND TOURISM



The Prism product portfolio enables travel & tourism bureaus to share the destination experience with customers in the comfort of their own homes. Get your customers closer to the experience, allowing them to personalize, visualize and realize their dream vacation before booking a hotel room.

Be there, without being there.

PROFESSIONAL /FINANCIAL SERVICES



The Prism product portfolio enables professional service providers to connect with customers on their own terms, with enough cutting-edge functionality and innovation to satisfy even the most discerning of clients.

Enhance your firm's engagement without recreating the wheel.

AGENCIES



The Prism product portfolio enables marketing agencies to bring an unparalleled level of support to their clients, faster, with fewer resources and more seamlessly than ever before. From commerce-enabled catalogs to immersive **online brand experiences**, agencies can bring cutting-edge solutions to their clients in hours, not weeks.

Bringing next-level capabilities to your clients, today.

BRAND ARCHITECTURE (CONT.)

ROLE SPECIFIC

THE PURCHASER



The Prism product portfolio provides the best functionality and support in the industry, and helps your organization intelligently leverage existing collateral and realize improvements in eCommerce traffic conversions in excess of 211%.

It's how you make your next big thing even bigger.

THE IT INTEGRATOR/ EVALUATOR



The Prism product portfolio is backed by the best technical and engineering support team in the industry, and is optimized to integrate with your existing CRM and eCommerce platforms.

Built and supported by techs, the Zmags platform is designed to take one technology headache off of your plate.

THE END USER



The Prism product portfolio provides creative end users with the power and flexibility to leverage more content assets than ever before—even if you're not a designer. For creative professionals, the Zmags platform integrates seamlessly into your existing workflows, helping you close the gap between concept and execution and deliver more creative solutions.

Zmags removes the technical hurdles from the creative process, allowing creatives more time to create.

BRAND ARCHITECTURE (CONT.)

ZMAGS PRODUCTS

Understanding what we offer and how we speak about our offerings will be vital in the way people perceive the Zmags brand. With the recent re-brand of the product portfolio it is even more critical that we define clear messages to convey the value of each offering.

PRISM PUBLICATOR

- Enhance existing PDF-based assets and convert into interactive, rich media experiences in minutes, not weeks.
- Supercharge your content marketing: leverage and re-purpose existing assets to reach more consumers over more channels more quickly.
- Highly intuitive interface enables novices to quickly get up to speed and professionals to start creating from day one.

PRISM COMMERCEPRO

- Integrated eCommerce capabilities are proven to boost a brand's bottom line through enhanced engagement, sales and ROI.
- Realize 211% increases in eCommerce conversions.
- Enhance existing PDF-based assets and convert into interactive, rich media experiences in minutes, not weeks.
- Supercharge your content marketing: leverage and re-purpose existing assets to reach more consumers over more channels more quickly.
- Realize a 300% boost in traffic compared to the Publicator platform.
- Increase eCommerce order size and value by 14%
- Highly intuitive interface allows users to start creating from day one, and simple eCommerce integration means that your IT team stays happy.

BRAND ARCHITECTURE (CONT.)

PRISM PUBLICATOR

- Leverage all of your brand's assets to create limitless brand experiences, from digital catalogs to online banners-all without a single line of code.
- Highly intuitive interface allows users to start creating from day one, and allows for on-the-fly updating, editing or replacement.
- Close the gap from concept to execution on all of your web-focused projects from months to minutes.

ADDRESSING THE COMPETITION

With the considerations and product hierarchy reviewed, the brand architecture can be defined by integrating the information from each. The resulting brand hierarchy will thus inform the layers of communication and brand positioning based on the lifecycle of the target audiences.

KEY DIFFERENTIATORS

- Zmags provides an un-paralleled level of business, technical and engineering support to all of their customers, regardless of the product they choose.
- Dedicated, highly responsive account managers mean that you always know who to turn to for questions, issues or to find out the latest on Zmags.
 - Dealing with people who understand and can solve your issue the first time, every time.
- With the addition of the Experiences platform, Zmags has the most comprehensive product portfolio on the market-current-gen and Next Gen solutions from a single provider.
- Ongoing product training webinars keeps users on top of all of the latest features and functionalities of the Zmags Prism platform.

HOW WE SERVE OUR CUSTOMERS

In defining the Zmags brand architecture, we established who we are, what we do, who we serve and what we provide. The final remaining piece is to clarify how we deliver on that brand. The way in which we deliver on the Zmags brand in turn informs the brand personality that will be projected to external audiences. The staple of delivering value to Zmags' customers goes beyond the products and services offered; it's how the customers are treated and how they feel after dealing with our organization. Providing easy, transparent experiences from beginning to end and leveraging our team to deliver on that promise is what will make us successful.



2 ZMAGS BRAND PERSONALITY

ZMAGS BRAND PERSONALITY

A consistent brand personality is what sets memorable companies apart from all others. In defining the Zmags brand personality, we sought to take the internal employee perception of the brand and transform it into a tangible package that can be conveyed to external audiences. Defining the brand personality will provide a high-level evaluation of the Zmags brand, including what we are, what we are not and what we want to be. The resulting personality will not only enable Zmags to become more memorable and engaging, but also establish relevance and brand equity with key audiences.

Personality cannot be forced, but instead should be an organic evolution of true core values. In establishing an effective brand personality we begin by looking internally at Zmags' employees and operations to determine what should be conveyed to the external audiences. Once our personality is identified and defined, recommendations are provided for executing on the personality and how the Zmags team can make it tangible for the customer segments.

- 1** Reflect the **core values** of the Zmags organization

- 2** Align with the long-term **vision** to support the evolution of the brand

- 3** Provide a point of **focus** to build internal passion

- 4** Evoke an **emotional** reaction from external audiences based on how Zmags makes them feel

ZMAGS BRAND PERSONALITY (CONT.)

Operationally, Zmags has a strong focus on customer service, the customer experience and innovation. Though there may be room for improvement in these areas, beginning to speak about ourselves and the Zmags experience is the first step in getting there. With the customer experience being a pivotal aspect of positioning the organization, the brand personality should tie to that experience while reflecting the organic energy possessed by Zmags' employees.

At Zmags, there is a fun, engaging and creative environment that needs to be projected externally so the world can see and experience the brand as we intend. Additionally, the global nature of Zmags and the unique regional cultural influences provide an incredible opportunity for texture in the overall brand personality.



**AT ZMAGS, YOUR EMPLOYEES ARE
YOUR BRAND PERSONALITY.**

**IT'S TIME TO SHOW THEM TO
THE WORLD.**

Below, Zmags has been described based on who we are, who we are not and who we want to be. Based on this information, combined with the desired market perception of the brand personality, recommended activities have been identified to make this personality come to life.

WHO WE ARE

ZMAGS PHILOSOPHY

Our employees believes in helping companies delight their customers, inspire online purchases, and deliver meaningful digital content in creative and unique ways that enhance brand value and increase ROI. We firmly believe the channel should no longer define the experience. From websites to social pages and tablets to mobile devices, brands can finally present their best content and design everywhere their customers are, in context and in character, the way they want to.

MISSION

To help companies delight customers, inspire purchases and tailor high impact content that measurably improves ROI and brand value.

VISION

To be the industry authority for premium brands seeking to deliver remarkable experiences that engage consumers, inspire sales and radically improve the return on their marketing dollars.

CORE VALUES (based on NEXTGEN UX deck)

Innovation, Inspiration & Insight with a customer first mentality.

ATTRIBUTES & CONSIDERATIONS

POWERFUL

The Zmags product portfolio delivers access to an un-paralleled level of functionality, whether you're using the Publisher, CommercePro or Experiences product. No other company offers both current-gen and Next-Gen solutions with the constantly-improving feature sets that Zmags does—meaning that our customers will never have to search for an “upgrade”. Though others may have comparable products, the value of the Prism portfolio is entirely un-matched. Zmags Prism products gives customers the power of freedom of design expression.

ATTRIBUTES & CONSIDERATIONS (CONT.)

CUSTOMER-CENTRIC

Zmags is intensely and inherently customer-centric, with 24/7, end-to-end design, technical and engineering support ensuring that clients are never left “in the dark.” Zmags products are built for maximum functionality, ease-of-use and with the latest technologies and capabilities in mind. Our team constantly looks for feedback from customers to find ways to improve the products, and is continuously upgrading front-end and back-end features to ensure that the Zmags platform is top dog, in perpetuity. Zmags Prism products are designed by humans for humans.

FUN & ENERGETIC

Our team is comprised of the best and brightest in the industry, and we are focused on bringing top-of-the-line solutions to our clients, from the top down. Whether it's the constant engineering efforts to bring Zmags' products to the bleeding edge or the dedicated account managers finding innovative, original ways to solve problems and deliver content, our passion bleeds into our product experience so that customers feel the same love for us as we do for them.

WHO WE ARE NOT

As important as it is for us to understand who we are, we additionally need to understand who we are not. Having a clear understanding of what we are not will enable us to position ourselves more clearly in the marketplace. This will further help us distinguish what negative attributes Zmags does not want to be associated with.

- Leverage all of your brand's assets to create limitless brand experiences, from digital catalogs to online banners- all without a single line of code.
- Highly intuitive interface allows users to start creating from day one, and allows for on-the-fly updating, editing or replacement.
- Close the gap from concept to execution on all of your web-focused projects from months to minutes

WHO WE WANT TO BE

How customers, stakeholders and other businesses perceive Zmags is vital in building the brand personality. It's even more crucial that employees perceive and express the brand in the same way. How you are perceived will be established with a consistent brand personality that is reflected from the inside (employees) out.

The desired positioning for Zmags is built upon **'Driving Engagement'**. Your positive, energetic culture and employees are the differentiators and the personality behind the brand. This culture of engagement should be elevated into a brand that is customer-centric and that the customers can engage with on a personal level to drive value within their own organizations. To achieve our desired brand personality, we want to place Zmags' employees as the voice and the 'humanity' behind the brand; evoking attributes including energetic, friendly, passionate, happy and customer-centric.

This **'Driving Engagement'** approach ties back to our philosophy, vision and core values. Leveraging the primary benefit of the Prism product platform –and making our employees the true face of the organization will provide customers with a greater sense of comfort. Knowing who they are dealing with and enabling trust-building will be a crucial benefit of the ongoing Zmags/Customer relationship.



**"OUR PERSONALITY IS OUR
PEOPLE. OUR PEOPLE ARE THE
FACE OF ZMAGS."**

BRAND PROMISE. MAKING OUR PERSONALITY TANGIBLE

Now that we understand who we are, who we are not and who we want to be, the next step is the execution of making the personality tangible. Below are recommendations for how the brand personality can be conveyed internally and externally. These recommendations are high level and meant to inform future tactical plans.

INTERNAL BRAND EXECUTION

Driven by The Culture Club, brand awareness employee campaigns & team meetings will help establish the “Driving Engagement” employee model. This approach requires passionate employees to represent and stand behind the brand. Through this approach, Zmags employees will naturally help establish and build brand equity through cultivation of an intensely customer-focused experience. Establishing trust and loyalty with consumers begins with establishing trust and loyalty with the employees. Through these campaigns and team meetings, we will rally employees to get into the brand mind-space of happy, energetic and customer-first.

EXTERNAL BRAND EXECUTION

Through brand awareness campaigns, promotions and communications, we will utilize the culture and passion of Zmags and its employees as a tool to establish and build our brand personality in the external market. Our personality will be reflected through different channels and vehicles, such as social media and the Zmags “Team Z” blog.

Passionate employees will be given a voice to directly connect to customers and will, over time, solidify the connection between the Zmags brand and their trustworthy, customer-first approach. We are taking our employees public. In addition to promoting the corporate Zmags personality, we will want to provide regional flair that shows the unique nuances between each of the Zmags offices. This will further support the “Global yet Local” feeling of the Zmags organization.

BRAND PROMISE. MAKING OUR PERSONALITY TANGIBLE (CONT.)

EXTERNAL BRAND EXECUTION

SOCIAL MEDIA

Zmags' current customers span a wide range of industries from lifestyle consumer-focused brands to B2B suppliers. Across these industries, each of our customers have unique needs as they relate to the Zmags Prism products—from commerce to connectivity. We can develop general assumptions around the common needs across organizations within industries, but should always tailor the product-specific messaging to align with the anticipated engagement needs of the industry.

TAKE THE CUSTOMERS TO ZMAGS

As is the challenge with all B2B organizations, Zmags' customer organizations have multiple purchase influencers, all with their own unique needs and motivators. We have segmented our influencers into three (3) primary roles; the Purchaser, the **IT Evaluator/Integrator** and the End User. Selling into the organization requires us to recognize the internal & external decision drivers of each of these individuals and address them accordingly.

CUSTOMER REFERRAL PROGRAM

Just as current customers are the warmest leads, customer referrals provide a path to much quicker wins. Leverage customer relationships to obtain referrals to new opportunities and reward those customers in a way that they will appreciate. Share their endorsement of the Zmags platform by promoting their referrals publicly through social channels (if the referral is closed).

In addition to leveraging digital channels to communicate the brand personality in action, the evolved brand identity and refreshed collateral/website should reflect the brand personality through messaging and overall aesthetic. This will ensure the brand personality is represented in all future sales and marketing communications. As the organization continues to evolve, additional opportunities to provide consumer engagement with the Zmags team should be identified.



3 MESSAGING FOR CUSTOMER NEEDS

MESSAGING FOR CUSTOMER NEEDS

This document outlines key messages for the internal sales team to use when talking with prospects so they can communicate the right message at the right time, to the right person. The key is to give prospects only the most relevant information for their job function or area of oversight. For instance, it won't necessarily help to talk to a creative director about how easy it is to integrate into Salesforce/Demandware, or the robustness of the analytics reporting engine.

To support delivering the right message to the right audience we have referenced key considerations broken into three major categories: Industry, Role (within the organization) and Need (for the platform solution). Ultimately, understanding these three components will provide the best roadmap for how to engage with a particular prospect in order to move them from consideration to trial to close.

Following identification of these high-level identifiers, messaging specifics should be determined by the prospect's particular stage in the decision funnel. On the following pages, we identify the stages of the decision funnel as Awareness, Credibility, Value and Decision. Each section outlines the critical information prospects need to accelerate them to the next stage of purchase decisioning.

CUSTOMER CONSIDERATIONS (INDUSTRY, ROLE, NEED)

INDUSTRY

As mentioned earlier in the Corporate Messaging section, prospects in different industries will need to be approached slightly differently in order to ensure that Zmags is positioned as a valuable partner.

Keep in mind that most consumer-facing brands are not just selling a product, but a lifestyle, and may already have solid creative approaches in mind—meaning that they should be addressed on a grander scale than a simple feature set. On the flip side, it is likely that B2B prospects will be primarily concerned with how they will be able to utilize the platform, and may require additional case studies and proof points in order to make the sale.

Ultimately, it will be key to have examples from the client's industry on-hand for discussion, exploration and sharing. Regardless of the industry or level of creativity the client is bringing to the table, seeing themselves represented in the platform will be an immeasurable asset. Consider how others in their space have used the platform to support this prospect case leveraging real-world applications to prove ROI.

CUSTOMER CONSIDERATIONS (CONT.)

ROLE

Also mentioned in the Corporate Messaging section, the messaging approach will differ significantly based on the prospect's role within the organization. Purchasers (likely managerial-level) will be concerned with metrics analysis, ROI measurements (and proof) and case studies from similar clients. IT/technical-side prospects will need to be assured about the ease of integration into their existing platforms (corporate servers, eCommerce databases, CRM databases and analytics platforms), as well as knowing that Zmags provides 24/7 technical and engineering support—meaning that we're ready to take on any challenge at a moment's notice. The End Users (like creative directors and content managers) need to understand the backend of the platform and understand how easy it is to use, the flexibility enabled by the platform and how it integrates into their existing workflow.

NEED

Determining a user's level of need (and particular application) will be crucial to positioning Zmags as the right choice. From a "needs-based" perspective, key triggers could include an upcoming corporate or industry event (eg. tradeshow, sales meeting, new product launch) where time-to-market is critical; a desire to improve their content marketing strategy, where cross-channel and cross-platform integration will be crucial; or potentially a switch from a competitor, where customer service and support will be key.

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE

LEVEL 1 OBJECTIVE: ESTABLISH AND/OR CONFIRM AWARENESS OF ZMAGS

Prospects with little to no awareness of the Zmags name fall into the Level 1 Communications group. Sales should establish awareness of Zmags by providing basic information about who Zmags is, what we provide and why they should care.

WHEN & WHERE TO USE LEVEL 1 COMMUNICATIONS

Sales should use Level 1 messaging points during first touch point communications via phone, email or in-person:

1 First point of contact: the elevator pitch

2 Use with prospects to be qualified

3 At industry events/tradeshows

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

CUSTOMER NEEDS TO KNOW	ZMAGS MESSAGE	PROOF POINTS
WHO IS ZMAGS?	Zmags is a leading provider of a suite of SaaS products that help marketers to create immersive, digital publications and online experiences that drive engagement and revenue.	<p>Zmags Prism products allow customers to re-purpose existing PDF assets or create entirely new digital brand experiences from scratch.</p> <p>Zmags clients have shown up to 211% improvement in conversions. Our eCommerce clients have shown up to 22% increase in revenue conversion after implementing our solution.</p>
WHAT DOES ZMAGS PRODUCTS DO?	<p>Zmags' Prism digital publishing platform allows users to use their existing content to rapidly create immersive, interactive rich-media experiences.</p> <p>Zmags enables companies to publish very rapidly and drive engagement with their audience increasing conversion.</p>	<p>1) Convert existing .PDFs to digitally-optimized, shoppable publications using the Prism Publisher or Prism CommercePro products.</p> <p>Or 2) Create entirely new digital assets from magazines to online banners or clickable brand tours from your images, photos & videos, all without a single line of code by using our Prism Experiences product.</p>
WHY SHOULD I CARE?	By using a Zmags' product, customers have not only been able to publish digital content quickly, they have realized big improvements in key metrics like site traffic, page views, customer conversions and eCommerce ROI.	<p>Customer-supplied data shows:</p> <p>Conversions Up - Conversions improved by 211%</p> <p>Traffic Up - Increased site traffic by 300%</p> <p>Engagement Up - Increased pageview time of up to 229%</p> <p>Revenue Up - Increased revenue up to 22%</p>

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

CUSTOMER NEEDS TO KNOW	ZMAGS MESSAGE	PROOF POINTS
<p>WHAT IS THE INDUSTRY NEED FOR ZMAGS' PRODUCT?</p>	<p>In the age of content marketing, having the ability to quickly leverage a single asset across multiple touchpoints (without needing support from multiple departments) provides an immeasurable advantage to your brand, ensuring that you're connecting with more customers than ever before. Software tools are just one advantage, a helpful team of people for any publishing support question helps us raise your bar.</p>	<p>Shoppable catalogs have shown to increase site traffic by up to 300%.</p> <p>CMOs will be spending more on technology solutions than their CIO's salary by 2017- getting ahead of this wave of internally-produced content positions your organization as an innovator and thought leader.</p>
<p>WHAT PRODUCTS DOES ZMAGS OFFER?</p>	<p>Zmags Prism portfolio of products includes Publicator, CommercePro and Experiences - each unlocking potential for creative freedom and increased customer engagement.</p> <p>For additional support, Zmags offers several Customer Success Program packages that help ensure your business is leveraging the platform to the fullest potential.</p>	<p>Prism Publicator converts existing PDF assets into rich interactive digital experiences.</p> <p>Prism CommercePro converts existing PDF assets into shoppable interactive digital experiences.</p> <p>Prism Experiences allows you to create custom digital engagement assets to integrate into your existing web presence and drive buying behavior.</p>

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

LEVEL 2 OBJECTIVE: BUILD INTEREST BY PROMOTING CREDIBILITY & VALUE

Continue to move prospects through the funnel by establishing the credibility of and promoting the value of the Zmags program.

WHEN & WHERE TO USE LEVEL 2 COMMUNICATIONS

Sales should use Level 2 messaging points during continued communications with prospects once their awareness of Zmags has been established.

1 Follow up phone conversations (both inbound & outbound calls), especially with prospects evaluating multiple solutions.

2 One-to-one emails or email blasts.

3 Meetings/presentations with small-to-large prospect groups.

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

CUSTOMER NEEDS TO KNOW	ZMAGS MESSAGE	PROOF POINTS
<p>WHY SHOULD I USE ZMAGS/WHY ARE YOU CREDIBLE?</p>	<p>Zmags offers the most comprehensive digital publishing solution on the market for fast clickable or shoppable brand experiences.</p> <p>The Zmags difference is our human approach to customer service. SaaS + people. We provide 24/7 technical or ecommerce support to ensure that you're never left "in the dark" and that you're always taking full advantage of your buyer's brand experience.</p> <p>Zmags' works with the world's leading brands like Nike, Spanx and The Container Store (customize based on industry being engaged)</p>	<p>Zmags is an established global company. Our offices in Boston, London and Copenhagen ensure that there is always someone who speaks your language and is there to help.</p> <p>24/7 Technical & ecommerce support: assistance for everyone in your company involved with the platform.</p> <p>Zmags' customers have published over X assets using the Prism products.</p>
<p>WHAT VALUE DOES ZMAGS PROVIDE MY COMPANY?</p>	<p>Zmags provides a powerful platform that allows you to re-purpose your existing collateral assets (including PDFs, images, videos, photos, etc.) into immersive, interactive rich-media experiences that are seamlessly ported to all channels and across devices.</p> <p>Zmags also provides the most robust (and friendly) support network in the industry, ensuring that you're always ready to create and digitally publish-fast.</p> <p>Get to market online (and to purchase) faster by creating and publishing with Zmags' Prism products.</p>	<p>Ability to publish the same asset across online media channels (including social) and across all digital platforms; desktop, laptop, tablet & mobile, meaning that your content marketing efforts are only limited by your imagination.</p> <p><company> reduced their time to create and publish their catalog by X simply by using the Zmags Prism platform.</p>

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

CUSTOMER NEEDS TO KNOW	ZMAGS MESSAGE	PROOF POINTS
HOW CAN ZMAGS HELP ME IN MY ROLE?	Whether you're the buyer, IT or eCommerce support or a marketing or creative team end-user, Zmags has a highly-rated customer support network to handle the technical hurdles, allowing you to focus on the products your customers want.	<p>24/7 eCommerce & Technical Support Teams allow you to focus on your job, not on troubleshooting.</p> <p>Intuitive UI works as an extension of your current creative workflow.</p> <p>Deep analytics make proving ROI to your team a simple exercise.</p>

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

LEVEL 2 OBJECTIVE: COVERT PROSPECTS INTO CUSTOMERS

The final level of communication focuses on the narrow pool of prospects that both a) understand who/what Zmags is and b) identify the value the product can bring their organization and employees. In Level 3, the objective is to provide the final details about implementation and support to convert prospects into Zmags customers.

WHEN & WHERE TO USE LEVEL 3 COMMUNICATIONS

Sales should use Level 3 messaging points during communications with the top tier of hot prospects to stimulate the desired conversion.

1 Late sales cycle conversations, moving the prospect from consideration to trial.

2 Implementation discussions, pre-close.

3 Following the close and as follow-up.

FOUNDATIONAL MESSAGING THROUGH THE BUYING CYCLE (CONT.)

CUSTOMER NEEDS TO KNOW	ZMAGS MESSAGE	PROOF POINTS
HOW HARD IS IT TO INTEGRATE THE PLATFORM?	<p>All of the Zmags' solutions were built with ease of integration in mind. Whether you're connecting to a CRM platform, product or eCommerce database, or linking to your preferred analytics software, integration will be fast and simple.</p> <p>For the end-user, Zmag's solutions are a seamless extension of your current workflow. No new techniques to learn or tools to master.</p>	<p>Ease of integration was and is a major focus for our development team. Any issues can be quickly resolved by the 24/7 technical & engineering support teams.</p> <p><company> fully integrated Zmags into their platform in only X days, allowing them to integrate their commerce and drive sales that much quicker.</p>
WHAT IF I NEED SUPPORT AFTER THE PROGRAM IS SET UP?	<p>Zmags offers the best customer-rated support in the industry. Whether it's technical, eCommerce or simple training support, Zmags' support teams are on the clock ready to solve problems 24/7.</p>	<p>24/7 Design, eCommerce & Technical Support Teams allow you to focus on your job, not on troubleshooting.</p> <p>Our Customer Success Program is offered in 3 levels to meet your specific support needs.</p>
HOW DO I GET STARTED?	<p>Start with a free Trial today. We'll walk you through the basics, and then let you start creating for free!</p> <p>Join the ranks of the thousands of other major brands that use Zmags and create your digital brand and buying experiences today. Contact Zmags to get started.</p>	<p>Visit the Demo/Trial page.</p>



4

ALIGNING MESSAGING FOR THE SALES PROCESS

SALES PROCESS DISCOVERY QUESTIONS

Having established a baseline for information the customers need to know through the buying process, we now move into specific questions that should be asked by the Zmags' sales team to ensure we are getting a clear picture of the prospect and properly aligning our value to their needs. Below are key questions to ask in each phase of the sales process to queue key conversations with customers/prospects.

PHASE 1 ASSESSMENT & IDENTIFICATION OF OPPORTUNITY

COLD LEAD/PROSPECTING		
TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
IDENTIFY TOP 500 PROSPECTS IN EACH SECTOR	Validation of alignment based on what can be obtained through secondary research.	<ul style="list-style-type: none"> • What industry are they in? • Do they have existing digital assets? How many? • Do they have ecommerce? • Do they align with an existing use case? • Based on information available, would the value delivered by our organization align with the way in which they like to engage with their customers? • Do they currently have a similar solution?
ESTABLISH AN OUTREACH PLAN	Understand which decision maker around solutions like this is and determine the most direct path to them and/or product champion.	<ul style="list-style-type: none"> • Based on the type of organization, what role am I looking for? • Am I connected to them? Do I know someone who is? • What is the most direct path to the decision maker? Through a lower level? • Based on the type of organization, what value would our offering have for them (reference past use cases)? • Can I create a custom asset using their materials in the Prism platform in advance of reaching out?

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 1 ASSESSMENT & IDENTIFICATION OF OPPORTUNITY (CONT.)

WARM LEAD/WEB PROSPECT (MARKETING QUALIFIED)		
TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
RESEARCH PROSPECT TO IDENTIFY OPPORTUNITY	Based on the information provided by the contact and through secondary research is there an opportunity and if so what is the expected size of the opportunity?	<ul style="list-style-type: none"> • What industry are they in? • Do they have existing digital assets? How many? • Do they have ecommerce? • Do they align with an existing use case? • Based on information available, would the value delivered by our organization align with the way in which they like to engage with their customers? • Do they currently have a similar solution? • Can we determine how long is it currently taking them to deploy/publish?
ESTABLISH AN OUTREACH PLAN	Understand who within the organization the decision maker around solutions like this is and determine the most direct path to them and/or product champion. Establish an alignment between Zmags' Prism platform and their business prior to outreach.	<ul style="list-style-type: none"> • Does the contact provided appear to be the ultimate decision maker? • If not, what role am I looking for? • Am I connected to them? Do I know someone who is? • What information provided by the contact would support framing up the value story? • Based on the type of organization, what value would our offering have for them (reference past use cases)? • Can I create a custom asset using their materials in the Prism platform in advance of outreach?

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 2 | INITIAL CONTACT & DISCOVERY

COLD LEAD/PROSPECTING & WARM LEADS/WEB PROSPECTS (NOTE TIME TO REACH THESE POINTS WILL VARY)		
TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
INITIAL PHONE OUTREACH & EMAIL FOLLOW-UP	Attempt to contact the appropriate individual based on initial research. Identify potential need & set up a call for further discussion.	<ul style="list-style-type: none"> Who currently is responsible for your X activities? (this can be ecommerce, catalog (catalogue), corporate communications, etc. depending on the type of company). How are you currently sharing your assets with customers? (look books, catalogs (catalogues), etc.) Can we set up a brief call to show you how Zmags can increase engagement with your existing assets? If print-based, what do you currently spend on printing catalogs annually? What is your ROI on those catalogs (catalogues)? Is there a driving date in the near future for publishing new content?
SECOND CALL – DISCOVERY & DEMO	Get deeper into the processes of the prospect to understand their needs, motivators & KPIs. Position Zmags corporate value to address the needs of the company.	<ul style="list-style-type: none"> Based on what you spend to print, you could save X while increasing your ROI by adding Zmags to your mix. What budget do you have available for digital solutions? What challenges are you currently faced with in your digital content strategy? How do you currently measure success for your digital initiatives?

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 2 | INITIAL CONTACT & DISCOVERY (CONT.)

WARM LEAD/WEB PROSPECT (MARKETING QUALIFIED)		
TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
SECOND CALL – DISCOVERY & DEMO	Get deeper into the processes of the prospect to understand their needs, motivators & KPIs. Position Zmags corporate value to address the needs of the organization.	<ul style="list-style-type: none"> • What are you trying to do with your brand over the next year? • If they currently have a platform – what do/ don't you like about your current provider? If there was something it could do that it currently doesn't what would that be? • How long does it take to create and distribute new content? (specifically catalogs, web banners, etc). • Introduce Zmags as a part of the larger digital marketing strategy. They are looking to increase engagement with their customers and this is one integrated platform that can help them do that. • What is your internal decision making process? Can we set up a subsequent conversation with those individuals? Seek to understand what internal influencers exist and what their motivators are. • Front end demo showing their assets published through the Prism platform.

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 3 | VALIDATION & RELATIONSHIP BUILDING

COLD LEAD/PROSPECTING & WARM LEADS/WEB PROSPECTS (NOTE TIME TO REACH THESE POINTS WILL VARY)

TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
FOLLOW UP EMAIL & SUBSEQUENT CALLS	Validate the findings from the previous call, align needs with the value delivered by Zmags and identification of full prospect opportunity	<ul style="list-style-type: none"> • What is your current work flow for developing assets? • How many people are involved in the process? • Understanding the success metrics you are seeking, what success metrics are you being measured on beyond those discussed? • Do you have challenges getting assets published to the website due to IT roadblocks? • Validate challenges and success metrics identified in the previous call and align them with Zmags benefits (platform functionality, ease of use, quick to market, support, analytics, integration, etc). • Share a similar use case/ case study to further credibility building and to demonstrate real world application of the platform. • Beyond what has been discussed, what other ways are you – or other departments in your organization – creating digital assets for customer engagement (identify cross-functional sales opportunity)?

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 4 | PLATFORM ENGAGEMENT

COLD LEAD/PROSPECTING & WARM LEADS/WEB PROSPECTS (NOTE TIME TO REACH THESE POINTS WILL VARY)

TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
IN PERSON MEETING (IF APPLICABLE) BACK END DEMO	This conversation seeks to demonstrate the ease of use of the platform and the wide range of functionality. Should be done with as many influencers in the room as possible.	<ul style="list-style-type: none"> • Do a custom demo if one has not already been conducted with prospect assets • Address the unique benefits of the platform as it relates to each influencer in the room: <ul style="list-style-type: none"> • Mktg Mgr – Visibility into analytics, increased engagement metrics • IT Integrator – Quick integration, one time set up • End User – Increased efficiency in development process, Integrates into workflow. • Would you like to start on your first asset? Maybe try the free trial (if facing resistance) • What do you like about what you have seen? • What don't you like? • Is there anything you would like the platform to be able to do for you?

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 5 | PROPOSE & NEGOTIATE

COLD LEAD/PROSPECTING & WARM LEADS/WEB PROSPECTS (NOTE TIME TO REACH THESE POINTS WILL VARY)

TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
PROPOSAL SUBMISSION	Develop a solution based on known needs and come to agreement	<ul style="list-style-type: none"> Based on what was discussed, our recommended solution includes these key features with X licenses. Is this in alignment with what you feel you need? If yes, great. What would one publication need to prove to be seen as successful? If no, what is out of alignment? Let's address it. Is there an opportunity for a multi-year deal where multiple publishing events happen on your company over a series of quarters?

PHASE 6 | CUSTOMER CONVERSION

COLD LEAD/PROSPECTING & WARM LEADS/WEB PROSPECTS (NOTE TIME TO REACH THESE POINTS WILL VARY)

TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
CUSTOMER CONVERSION	Set the expectation with the customers of what happens next. Ensure all contacts are documented.	<ul style="list-style-type: none"> Introduce onboarding process and discuss Customer Success Program. Based on how many users are involved and the size of the organization. Who needs to be involved in the product training? Confirm primary point of contact for different needs (creative, account, financial)

SALES PROCESS DISCOVERY QUESTIONS (CONT.)

PHASE 7 | TRANSITION TO ACCOUNT MANAGEMENT

COLD LEAD/PROSPECTING & WARM LEADS/WEB PROSPECTS (NOTE TIME TO REACH THESE POINTS WILL VARY)

TASKS	INFORMATION NEEDED/OBJECTIVE	QUESTIONS TO ASK
TRANSITION TO ACCOUNT MANAGEMENT	Ensure all the information the account management team needs is captured and ready for transition	<ul style="list-style-type: none">• Is there anything that AM needs to know that I don't know?• What ongoing analytics reports will you be reviewing to gauge success?• How often will you be publishing new content?

ACCOUNT MANAGEMENT KEY TALKING POINTS

ON-GOING CUSTOMER CONVERSATIONS:

- What is your desired contact frequency? How can I best serve you? (seek to understand the type of information that they need)
- What has been your experience with the Zmags Prism platform thus far? Any challenges that need to be addressed?
- Looking at your recent activity, some notable metrics include: XYZ (leverage their analytics to further drive value)
- If they are seeing success, ask them if there is another department within their organization (or within another organization in which they are connected) that they could see this platform being successful. Would they be a referral?

RENEWAL

- Are you leveraging your platform to the fullest? Your account expires in 3 short months, let's create something new so you can see the value first-hand.
- Don't forget your **contract auto-renews in 30 days**. We want to ensure that you are getting the most out of your Zmags partnership. Let's discuss what you can do next.
- You've had great success with the program, would you like to renew for 2 or 3 years so you **don't have to worry**